

BESTFACT BEST PRACTICE CASE QUICK INFO URBAN FREIGHT

N° CLI_137

NAME OF CASE

Gothenburg City Logistics Initiatives

KeyWords:

Freight consolidation and transshipment; Implementation of low emission technologies; Communication between businesses and authorities: coordination, consultation; Transport management, fleet management; Innovative operational solutions; Access rules and restrictions of urban areas

Case Logo:



Description:

The City of Gothenburg has developed and applied a bundle of city logistics policies and solutions, including the regulation of city centre and shopping area, developing new infrastructure, establishing a consolidation centre, promoting the use of clean vehicles, developing trials of innovative solutions, monitoring and data collection on new vehicles and new technologies.

The solutions have been developed coherently and are supervised by a well-established network of experts active in different businesses and public sector institutions.

Benefits:

The main benefits are the environmental improvements associated with the use of clean vehicles, especially lower pollutants emissions, low noise and reduced CO₂ emissions. Another benefit is the high acceptance level of the solutions. The other benefits are in the level of stakeholder participation that has enabled effective and rapid reaction to changes and new developments.

Success Factors:

Communication and cooperation between partners have been key to the success in establishing new city logistics measures such as the consolidation centre and the electric vehicle use. The consultation activities were extensive and have resulted in the municipality service and project management team discussing potential solutions and different approaches with receivers of goods/retailers, hauliers and, transport operators. For this it was possible to rely upon a good network of local experts.

Supported Strategic Targets:

- Ideal utilisation of infrastructure
- Competitive logistics and transport system
- Increased efficiency
- Image
- Reduced emissions
- Limiting climate change

Starting Point/Objectives/Motivation:

What was the main problem, idea or motivation that led to the introduction of the new practice?

The need to develop a clean system of urban logistics and transportation activities was the key motivation.

What was the common practice before the implementation?

Deliveries were made previously by diesel trucks and vans, originating from different suburban depots.

What was the purpose and the sustainability objective of the case?

To obtain a more sustainable city logistics system of operations

A combination of solutions

Out of many combined solutions, 3 are described in detail: Stadsleveransen, Micro-Terminal and Freight Network Stadsleveransen:

The project started in 2012 with a small scale pilot action for half a year. A small number of shops (8-10) were contacted and asked to redirect their goods through the consolidation centre. The consolidation centre was set up in a car park in the city centre, and a small electric vehicle was used to deliver the goods from the centre to the retailers. The retail trade association in the city centre was responsible for the consolidation centre and it was operated by a security company (security guards). The pilot was during this phase mainly financed by projects, the local authority and the trade association together with a property owner in the city centre.

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Case Description (Cont.):

As at November 2013, 200 receivers were using the consolidation centre and discussions were also being held with another hauler to be involved in the demonstration. To help with the final delivery of the growing quantity of goods handled, a transport company using electric cargo bikes have also been added to the operations. During this phase, additional funding of the demonstration was raised through selling advertising space on the vehicle, which formed an important part of the business model for Stadsleveransen. During the next phase the delivery area will be extended, the terminal will be moved to a better location with more space, and transport operators that decide to use the centre instead of performing the deliveries themselves will be charged more.

Case Description (Cont.):

Micro terminal Lindholmen: The terminal has been fully operational since 2011 with 14 companies (still increasing) connected to it. The terminal receives and distributes goods and mail and carries out waste management (clean waste). The terminal is operated by the service manager of the properties.

Barriers (Stadsleveransen & Micro terminal):

The main difficulty has been obtaining an agreement with businesses and retailers to use the UCC and its clean vehicles, as it is required that some of their long-term, established business customers' relationships need to change. The other difficulty has been covering the additional costs associated with the use of electric vehicles instead of diesel.

More information:

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Transport mode, supply chain elements and main actors

- Road freight solution for trucks, vans and cycles
- Main actors involved:** The local freight network in Gothenburg was established in relation to the EU project START in 2005. Since then it has continued to develop and now has regular meeting 3-4 times per year gathering 20-25 participants from transport operators, trade associations, local authority, academia, property owners and retailers.

Picture: Stadsleveransen operating electric vehicles in Gothenburg



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